

United States Environmental Protection Agency  
POSITION DESCRIPTION COVER SHEET

1. DUTY LOCATION  
Chicago, IL

2. POSITION NUMBER  
N3104XP

3. CLASSIFICATION ACTION: a. Reference of Series and Date of Standards Used to Classify this Position

	b. Title	c. Service	d. Series	e. Grade	f. CLC
Official Allocation	Public Affairs Specialist	GS	1035	13	267
4. SUPERVISOR'S RECOMMENDATION	Public Affairs Specialist (Public Access Coordinator)	GS	1035	13	

5. ORGANIZATIONAL TITLE OF POSITION (if any)  
Public Access Coordinator

6. NAME OF EMPLOYEE

7. ORGANIZATION (give complete organizational breakdown)



a. U. S. ENVIRONMENTAL PROTECTION AGENCY	c.
b. REGION 5	f.
c. OFFICE OF PUBLIC AFFAIRS	g.
d. PUBLIC INFORMATION AND EDUCATION SECTION	h. EPAYS Organization Code 90513202

8. SUPERVISORY/MANAGERIAL DESIGNATION

- ☐ [S] First or Second level supervisor: An individual who performs supervisory work and managerial responsibilities that require accomplishment of work through combined technical and administrative direction of others; and which constitute a major duty occupying at least 25% of their time. Such supervisory managerial authorities include assigning and reviewing work on a daily, weekly or monthly basis; assuring that production and accuracy requirements are met; approving leave; recommending performance standards and ratings, and exercising 4 of the 5 authorities and responsibilities described at Level 3-2c in the General Schedule Supervisory Guide.
- ☐ [A] An individual (as defined by Title VII of the Civil Service Reform Act) who is authorized to hire, direct, assign, promote, reward, transfer, lay off, suspend, discipline, or remove one or more employees, or effectively recommend such action. The exercise of this responsibility is not routine or clerical in nature, but requires the consistent exercise of independent judgment.
- ☐ [M] A manager who directs the work of an organization; is accountable for the success of line or staff programs; monitors, evaluates, and adjusts program activities; and performs the full range of duties outlined in the General Schedule Supervisory Guide. May also include deputies who fully share responsibility for managing the organization or who serve as an alter ego to the manager.
- ☐ [B] A management official (as defined by Title VII of the Civil Service Reform Act) who formulates, determines or influences an organization's policies. This means creating, establishing, or prescribing general principles, plans, or courses of action for an organization; or bringing about a course of action for the organization. Management officials must actively participate in shaping the organization's policies not just interpret laws and regulations give resource information or recommendations or serve as experts or highly trained professionals who implement or interpret the organization's policies and plans.
- ☒ [N] None of the above applies. This is a non-supervisory/non-managerial position.

9. SUPERVISORY CERTIFICATION I certify that this is an accurate statement of the major duties and responsibilities of this position and its organizational relationships and that the position is necessary to carry out governmental functions for which I am responsible. The certification is made with the knowledge that this information is to be used for statutory purposes relating to appointment and payment of public funds, and that false or misleading statements may constitute violations of such statutes or their implementing regulations.

a. Typed Name and Title of Immediate Supervisor Jeff Kelley, Chief, Public Information & Education Section	d. Typed Name and Title of Second-Level Supervisor Elissa Speizman, Director, Office of Public Affairs
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b. Signature 	c. Date 11/29/00	e. Signature 	f. Date 11/29/00
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10. OFFICIAL CLASSIFICATION CERTIFICATION

a. <input checked="" type="checkbox"/> This position has no promotion potential. <input type="checkbox"/> If position develops as planned and employee progresses satisfactorily, this position has known promotion potential to grade:		b. Fair Labor Standards Act <input type="checkbox"/> Nonexempt <input checked="" type="checkbox"/> Exempt	c. Functional Code
d. Bargaining Unit Code 0011	e. Check, if applicable: <input type="checkbox"/> Medical Monitoring Required <input type="checkbox"/> Extramural Resources Management Duties ( % of time)	f. Signature Sentinel M Heron	g. Date 12/6/01

11. REMARKS

**POSITION DESCRIPTION  
PUBLIC AFFAIRS SPECIALIST  
(PUBLIC ACCESS COORDINATOR)  
GS-1035-13**

**Introduction**

The public affairs specialist serves as "public access coordinator" in the Office of Public Affairs. Responsible for the operation of two of the Region's main communication tools, this position helps ensure that the public is able to gain easy access to EPA information. Because the Office has taken a lead role in making Agency information available, the public access coordinator works closely with other offices/divisions, other Regions, and Headquarters on public-access issues.

The efficient operation of the Office's communication tools is vital, as they are often the public's only contact with the Agency. Making the public's contact with EPA as pleasant and productive as possible is one of the public access coordinator's critical responsibilities.

**Major Duties and Responsibilities**

**World Wide Web**

Manages the Office's World Wide Web (WWW) efforts that provide the public, the regulated community, State and local officials, and EPA employees (both in the Region and elsewhere) with access to regional information materials via the Internet. Works with other EPA, Regional, and State/local organizations to decide the best ways for posting and organizing materials. Evaluates the effectiveness and efficiency of the Web site and makes recommendations for improvement. Develops regional policies for Web content and participates in the development of Agency policies for Web content.

Specific examples of Web activities include:

- Coordinate development of Region-wide WWW site, developing new site content as needed
- Assist other Regional staff in developing and maintaining Web content, providing extra assistance to Regional teams
- Maintain and develop Office of Public Affairs Web pages
- Respond to inquiries from the public regarding the Region 5 Web site
- Lead cross-divisional workgroup of regional Web developers

- Coordinate with EPA Headquarters, regional offices, and other agencies to leverage resources and ensure quality and consistency
- Oversee development and refinement of regional policies on Internet/World Wide Web communication
- Provide input and comment in the development of Agency-wide policies
- Coordinate product review for regional Web pages
- Determine the need for and develop new electronic communication tools as appropriate

#### Environmental Hotline

The public access coordinator manages the Office's Environmental Hotline. The Hotline is a toll-free telephone number for the public to call when they have questions or concerns about the environment, the EPA, or any number of other topics. The Hotline is also responsible for distributing Agency publications and other materials, for maintaining an adequate stock of popular documents, and for maintaining the Office's publication storeroom. Although the Hotline is generally staffed by 2-3 SEEP employees (and sometimes by interns and student aides), the public access coordinator has the major responsibility for the efficient operation of the Hotline. Public access coordinator must have detailed understanding of the Hotline-staff duties.

Specific examples of public access coordinator's Hotline responsibilities include:

- Manage grants for Hotline staff
- Interview, hire, and train Hotline staff
- Develop work schedules and approve leave for Hotline staff
- Oversee activities of SEEP and other grant employees (i.e., interns, etc.)
- Develop and revise policies and procedures for the operation of the Hotline
- As appropriate, approve of written correspondence leaving Office

#### Other Duties

Develop base knowledge of emerging technical, regulatory, and policy issues

Determine the need for information materials to support Agency programs and initiatives

Evaluate the impact and effectiveness of communication plans and advise management if efforts should be discontinued, emphasis changed, or coverage expanded in improving communication between EPA and various audiences.

#### Factor Evaluation Statement Factors

##### Factor 1-8: Knowledge (1550 points)

Mastery of the principles, methods, practices, and techniques of communication that enables the public access coordinator to function as a technical authority within the Region. This includes:

- Skill in developing materials designed to encourage affected publics to adopt positions on a variety of issues when such policies have been determined as a result of a broad involvement of interested or concerned individuals or groups in the decision-making process;

- Skill in establishing and maintaining working relationships with a variety of publics, some of whom have opposing points of view from the organization and where the specialist must defend the developed policy or point of view in the face of heavy criticism in unstructured settings;

- Skill in analyzing and developing recommendations, or training others to do so, from a wide array of conflicting and divergent input from many publics and arriving at a position acceptable to most of the participants.

Knowledge and understanding of World Wide Web development tools and practices is necessary for the development of professional, effective information materials and for assisting other staff in the development of the same.

Skill to plan, organize, and direct workgroups and to negotiate effectively with management to accept and implement recommendations, where the proposals involve substantial Agency resources, require extensive changes in established procedures, or may be in conflict with the desires of the activity studied.

Knowledge of the functional components of the Region, Headquarters offices, States, and local agencies is needed to effectively respond to public inquiries. Knowledge of the range of environmental and administrative laws, policies, regulations, and precedents is also necessary.

Skill in training staff about Agency regulations and policies.

Skill in assigning, directing, and monitoring work of the Hotline staff, ensures that tasks are appropriate and reasonable for the experience of the employees.

Knowledge of Agency policies governing the development of Web and other outreach materials. Serves as a resource for other public affairs specialists and Web developers.

**Factor 2-4: Supervisory Controls (450 points)**

The supervisor establishes, in consultation with the employee, the overall objective of the work assigned.

The public access coordinator carries out assignments independently, resolving most conflicts which arise, coordinating the work with others as required. Interprets policy and regulations independently, guided by the established objectives of the assignment. Methods to be used and approaches to be taken are normally determined by the employee.

The employee's work is considered technically sound. Program effectiveness is assessed in terms of results achieved in gaining understanding of the Agency's programs.

**Factor 3-4: Guidelines (450 points)**

Guidelines consist of organizational and departmental policy statements which are of a general nature and of limited use in specific situations. The public access coordinator uses resourcefulness and initiative in establishing new communication approaches within the context of established policy.

Because of the nature of the public access coordinator's duties, and the rapid changes in computer and communication technology, guidelines may not exist or may need to be modified. The public access coordinator must work with regional management to develop new policies and guidelines in some such cases. In some cases, the public access coordinator will use experience and expertise to determine when it is necessary to deviate from existing policy in order to better communicate the Agency's message and information.

**Factor 4-5: Complexity (325 points)**

Assignments include planning, implementing, and evaluating the regional public affairs program involving development of written information materials to encourage adoption of organization programs; making oral presentations to encourage organizations (national, State, and local) to convey support of policies to their members; and developing recommendations from an analysis of public input on a wide variety of program and policy issues.

Decisions regarding what needs to be done include determining the type of approach to use in gaining understanding from various publics of programs, development of modified methods in achieving communication goals and evaluating public input while considering the conflicting and divergent views of many programs and policies held by the various publics.

**Factor 5-5: Scope and Effect (325 points)**

The purpose of the position is to provide direction and expert technical advice in communicating the Region's and the Agencies programs and policies to the public, to assure that public health and the environment are protected.

The work results in assuring that those individuals and groups impacted by programs have the opportunity to provide input on the policies developed. The efforts of the work affect the recreational, social, and economic aspects of the lives of a large number of people.

**Factor 6-3: Personal Contacts (60 points)**

Personal contacts are with the general public, representatives of national, State, and local organizations interested in the Region's programs, members of the news media, and program officials within the Headquarters and regional structures. Contacts occur on a non-routine basis and involve meaningful exchanges of views and information.

**Factor 7-3: Purpose of Contacts (120 points)**

Purpose of contacts with representatives of the news media is to obtain cooperation in disseminating information concerning the organization's programs. Contacts with national, State, and local organizations are to: obtain their input on issues; encourage these groups to communicate such issues to their members to develop widespread understanding of the work of the organization; and clarify new or revised programs. Contacts with the general public are to respond to their inquiries about a wide range of environmental and public health issues.

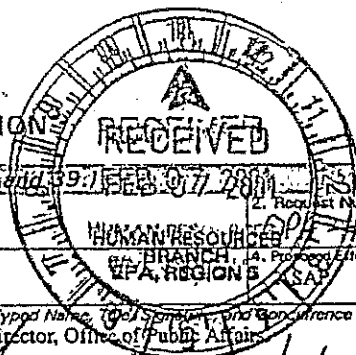
**Factor 8: Physical Demands (5 points)**

The work is sedentary. Requires long hours in front of computer.

**Factor 9: Work Environment (5 points)**

The work is performed in an office setting. There is occasional travel.

REQUEST FOR PERSONNEL ACTION



PART A - Requesting Office (Also complete Part B, Items 1, 7-22, 32, 33, 36, and 39-41)

1. Actions Requested  
RECRUIT - Public Affairs Specialist (PFT)

3. For Additional Information Call (Name and Telephone Number)  
Jeff Kelley, 3-1159

5. Action Requested By (Typed Name, Title, Signature, and Request Date)  
Jeff Kelley, Chief, Public Information and Education Section, Office of  
Public Affairs

8. Action Authorized by (Typed Name, Title, Signature, and Concurrence Date)  
Elissa Speizman, Director, Office of Public Affairs

PART B - For Preparation of SF 50 (Use only codes in FPM Supplement 292-1. Show all dates in month-day-year order.)

1. Name (Last, First, Middle)  
Reshkin, Karen H.

2. Social Security Number

3. Date of Birth

4. Effective Date  
07-15-01

FIRST ACTION

5-A. Code 5-B. Nature of Action  
721 Reassignment

5-C. Code 5-D. Legal Authority  
N3H 335.102 Comp

5-E. Code 5-F. Legal Authority

SECOND ACTION

6-A. Code 6-B. Nature of Action

6-C. Code 6-D. Legal Authority

6-E. Code 6-F. Legal Authority

001150  
00020549

7. FROM: Position Title and Number  
N2251XP  
Information Management Specialist

15. TO: Position Title and Number  
Public Affairs Specialist  
N3104XP

8. Pay Plan 9. Occ. Code 10. Grade or Level 11. Step or Rate 12. Total Salary  
GS 301 13

13. Pay Basis

16. Pay Plan 17. Occ. Code 18. Grade or Level 19. Step or Rate 20. Total Salary/Award 21. Pay Basis  
GS 1035 13 PA

12A. Basic Pay 12B. Locality Adj. 12C. Adj. Basic Pay 12D. Other Pay

20A. Basic Pay 20B. Locality Adj. 20C. Adj. Basic Pay 20D. Other Pay

14. Name and Location of Position's Organization

22. Name and Location of Position's Organization

U.S. EPA Region 5 Office of Public Affairs  
Public Information and Education Section  
Chicago, Illinois

90513400

90513202

EMPLOYEE DATA

23. Veterans Preference  
1 - None 3 - 10-Point/Disability 5 - 10-Point/Other  
2 - 5-Point 4 - 10-Point/Compensable 6 - 10-Point/Compensable/30%

27. FEGLI

30. Retirement Plan

31. Service Comp. Date (Leave)

32. Work Schedule

33. Part-Time Hours Per  
Biweekly  
Pay Period

POSITION DATA

34. Position Occupied  
1 - Competitive Service 3 - SES General  
2 - Excepted Service 4 - SES Career

35. FLSA Category  
E - Exempt  
N - Nonexempt

36. Appropriation Code  
0102B05C90101E - 50% / 01T05C50103E - 50%

37. Bargaining Unit Status  
0011

38. Duty Station Code

39. Duty Station (City - County - State or Overseas Location)

40. Agency Data

41.

42.

43.

44.

45. Educational Level

46. Year Degree Attained

47. Academic Discipline

48. Functional Class

49. Citizenship  
1 - USA 8 - Other

50. Veterans Status

51. Supervisory Status

PART C - Reviews and Approvals (Not to be used by requesting office.)

1. Office/Function	Initials/Signature	Date	Office/Function	Initials/Signature	Date
A.	Arrian Gray	2/11/01	D.		
B.	Clifford B. Simon	2/12/01	E.	flr to for	07-25-01
C.	Qs	2/9/01	F.		

2. Approval: I certify that the information entered on this form is accurate and that the proposed action is in compliance with statutory and regulatory requirements.

Signature

Approval Date

07-29-01

**PART D - Remarks by Requesting Office**

(Note to Supervisors: Do you know of additional or conflicting reasons for the employee's resignation/retirement?  
If "YES", please state these facts on a separate sheet and attach to SF 52.)

☐ YES ☐ NO

**PART E - Employee Resignation/Retirement****Privacy Act Statement**

You are requested to furnish a specific reason for your resignation or retirement and a forwarding address. Your reason may be considered in any future decision regarding your re-employment in the Federal service and may also be used to determine your eligibility for unemployment compensation benefits. Your forwarding address will be used primarily to mail you copies of any documents you should have or any pay or compensation to which you are entitled.

This information is requested under authority of sections 301, 3301, and 8506 of title 5, U.S. Code. Sections 301 and 3301 authorize OPM

and agencies to issue regulations, with regard to employment of individuals in the Federal service and their records, while section 8506 requires agencies to furnish the specific reason for termination of Federal service to the Secretary of Labor or a State agency in connection with administration of unemployment compensation programs.

The furnishing of this information is voluntary; however, failure to provide it may result in your not receiving: (1) your copies of those documents you should have; (2) pay or other compensation due you; and (3) any unemployment compensation benefits to which you may be entitled.

1. Reasons for Resignation/Retirement (NOTE: Your reasons are used in determining possible unemployment benefits. Please be specific and avoid generalizations. Your resignation/retirement is effective at the end of the day - midnight - unless you specify otherwise.)

2. Effective Date	3. Your Signature	4. Date Signed	5. Forwarding Address (Number, Street, City, State, ZIP Code)

**PART F - Remarks for SF 50**

K12 Announcement # 01-19, 05-21-01/  
K18